

Tips for Inviting Media to Your Cafeteria Site Visit

Inviting media to attend your cafeteria site visit can earn positive coverage for your program and your visiting Member of Congress (MOC). Below are a few tips for media outreach:

- ✓ **Check with the guest of honor:** When scheduling the visit, ask the MOC's staff if the event can be "open to press." The staff may suggest reporters who would cover the visit.
- ✓ **Seek approval from your school district's communications office:**
 - Communications staff may want to pitch your event to media or recommend reporters for you to contact directly.
 - Discuss other opportunities to promote the visit (e.g. a school district web story, e-newsletter or social media posts).
 - Confirm any restrictions on filming/photographing students during the media visit.
- ✓ **Plan ahead:** Reach out to reporters at least a week before the visit to save the date and follow up with a friendly reminder the day before.
- ✓ **Keep it brief:** Your "media advisory" should clearly and briefly provide key event details (who, what, when, where) and a general idea of what the reporter will see and hear on the day of the visit.
- ✓ **Help reporters assemble the best possible story:**
 - Provide an appealing visual: Arrange for reporters to film/photograph a colorful lunch line, students enjoying their meals with the MOC, etc.
 - Plan for interviews: In addition to speaking with the MOC, reporters will want to interview you (or another member of the school nutrition team) about your program. If possible, arrange in advance for interviews with a few media-released, well-spoken students.
 - Share relevant statistics on your program (e.g., number of meals served, nutrition facts and menu improvements)
- ✓ **Don't forget to take pictures:** Some media outlets publish submitted photos, so be sure to get colorful, close up pics of your event to share. You can post these shots on your website or social media pages as well.
- ✓ **Check www.SchoolNutrition.org/PR for more tips, talking points and customizable brochures and flyers to share with media and MOCs.**